

# Prudential UK

## Overview

- **vielife** Online launched to two different pilot populations
- Range of job roles including call center population in Pilot 2
- Well-being champions trained to support initiative on-site
- Initial assessment revealed issues with nutrition

## Strategy

- Look Good, Feel Better program launched to both populations
- Hydration program run in Pilot 2

## Challenges

- Simultaneous on-site program delivery on two sites

## Results

### Pilot 1:

- Absence reduced by 66%
- 16.5% overall health & well-being improvement
- 29.7% improvement in nutritional balance
- 22.8% improvement in body weight
- 20.9% improvement in physical activity

### Pilot 2:

- Self-reported absence reduced by 6%
- Staff turnover has reduced from 16.3% to 13%
- 10.1% overall health & well-being improvement
- 12.3% improvement in stress management
- 11.3% improvement in sleep quality
- 10.5% improvement in nutritional balance

Prudential UK is a leading life and pensions provider to approximately 7 million customers in the United Kingdom. As at December 2006, it had 6096 employees based at worldwide offices.

## Strategy

**vielife** Online was launched for a six month pilot project to two populations within Prudential UK. The first was launched in December 2004 to 100 people (Pilot 1). This population had a known issue with absenteeism.

The second pilot project targeted 500 people (Pilot 2) and was launched in April 2005.

To support the initiative **vielife** trained well-being champions to encourage their colleagues to participate and help people register with the site.

The launch to Pilot 2 included an on-site presence from **vielife**, free fruit from Prudential UK and a prize draw incentive for participating in the health & well-being program.

All individuals were encouraged to register with **vielife** Online and take the online health & well-being assessment. Each individual's assessment report directed them to different articles on the **vielife** site that would address individual health concerns.

Analysis of online health & well-being assessment data showed that nutrition was an issue for both groups.

To address this, **vielife's** Look Good, Feel Better program was implemented at both groups. This included on-site seminars, handout materials and program emails.

Pilot 2 also participated in a Hydration program which included water bottles, pee color charts, to educate employees on

how to tell how hydrated they are and hydration posters to encourage employees to understand why they need to drink sufficient fluid for better workplace productivity and performance.

## Results

A very high percentage of both populations registered with **vielife** Online – 91% from Pilot 1, and 94% in Pilot 2.

### Pilot 1 key findings:

- Absence was reduced by 66% (from six to two days per person).
- Overall health & well-being scores improved by 16.5% in the engaged population – those who took the health & well-being assessment at two time points.
- The most significant improvements occurred in the areas of nutrition (29.7% improvement), body weight (22.8% improvement) and physical activity (20.9% improvement).

### Pilot 2 key findings:

- Overall health & well-being improved by 10.1% in the engaged population.
- The most significant improvements occurred in the areas of stress (12.3% improvement), sleep (11.3% improvement) and nutrition (10.5% improvement).
- Self-reported absence improved by 6%.

Staff turnover has reduced from 16.3% to 13%. Based on the current Pilot 2 population (507), this is equivalent to 17 fewer people leaving the organization on an annual basis.


